

DODGE BROTHERS

offer the Budd-Michelin Wheel as standard equipment



THIS is an outline of history . . . history that has made a stronger, safer, more convenient, more beautiful automobile. That affects the welfare of millions of people . . . so it's real history.

Back in 1921 Dodge Brothers gave their customers a chance to ride on Budd-Michelin Wheels . . . offered these steel wheels as optional equipment on all models, at an extra cost of \$35 to the buyer.

Eight thousand Dodge buyers took advantage of the offer that year.

The next year, 30,000 buyers did the same thing.

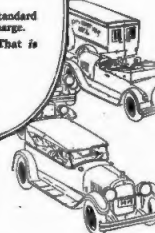
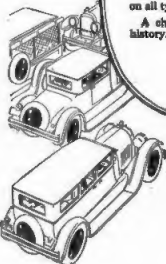
In 1924, there were 64,176 Dodge buyers glad to pay the added cost of Budd-Michelin Wheels.

Last year, 126,165 Dodge cars—more than 57 per cent of the output—were delivered on Budd-Michelin Wheels.

Reasons? Because these steel wheels are stronger and safer and cleaner—because they save tires—because they make tire-changing easier—because they hide the brakes and under-chassis—because every set includes an extra wheel which is not only useful in emergencies, but dresses up the rear of the car—because stream-lined wheels of steel bring new grace and beauty to the automobile.

And the result—Budd-Michelin Wheels are now standard on all types of Dodge Brothers Motor Cars. No extra charge.

A change that promotes the welfare of millions! That is history.



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WHEEL COMPANY
Detroit and Philadelphia

May 6, 1926

Leading Endors

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